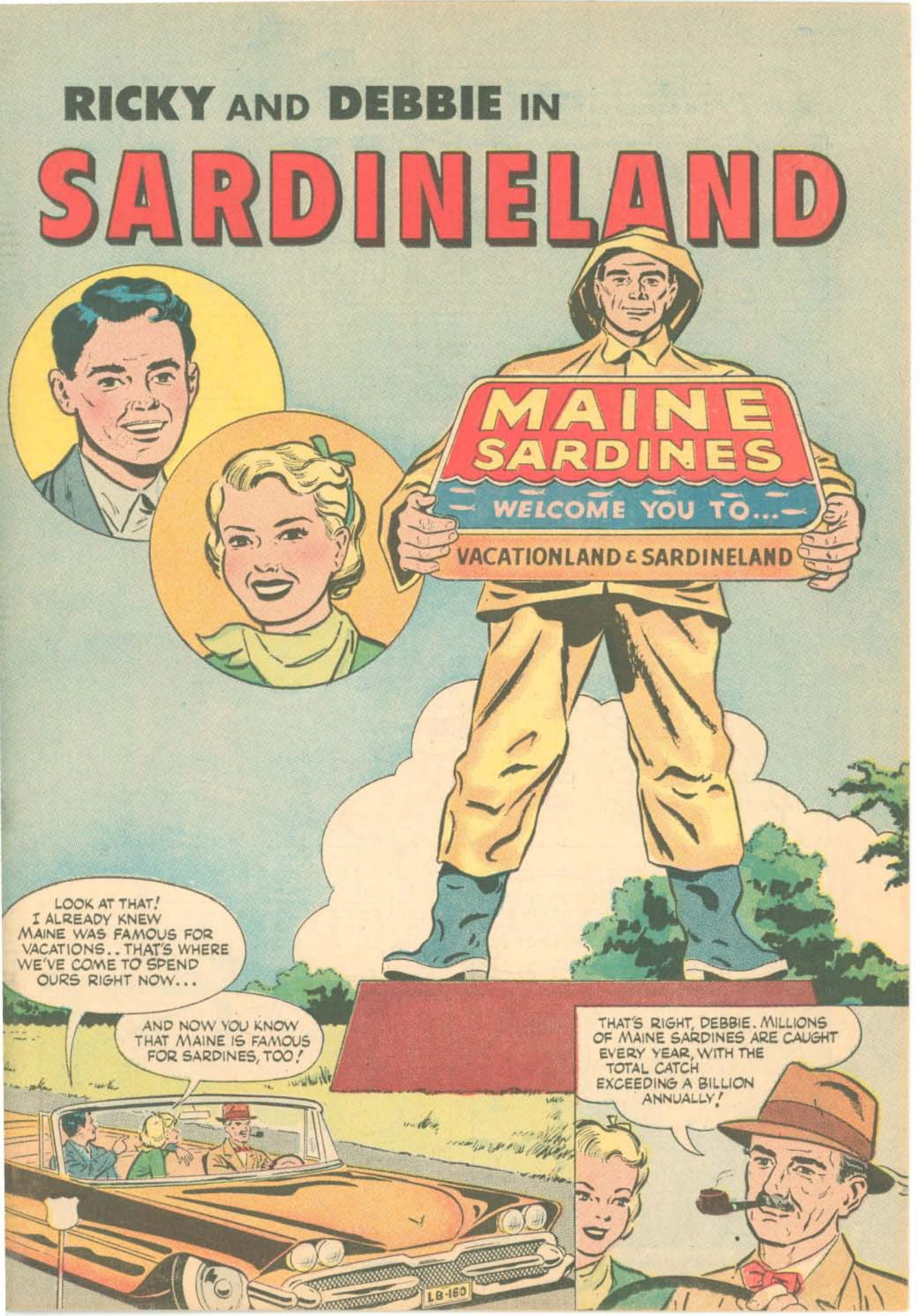
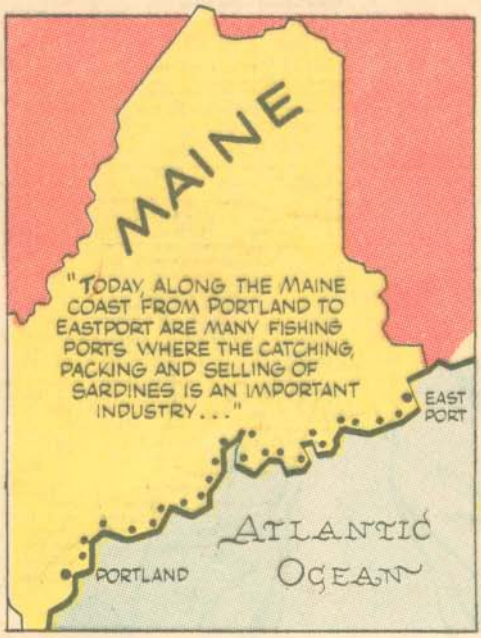
RICKY AND DEBBIE IN SARDINELAND

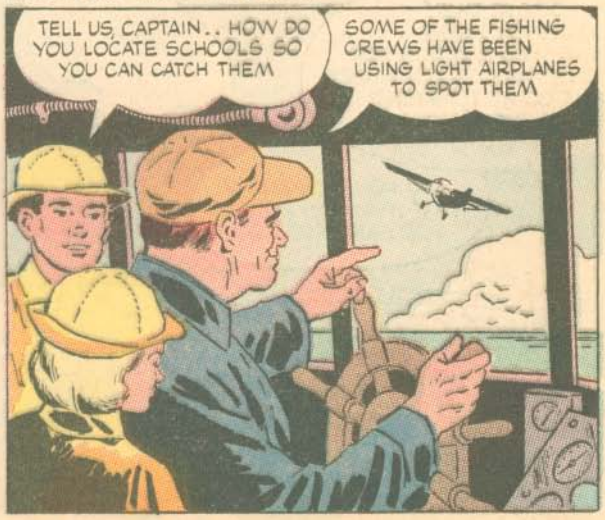

MAINE SARDINES
WELCOME YOU TO...
VACATIONLAND & SARDINELAND
LOOK AT THAT! I ALREADY KNEW MAINE WAS FAMOUS FOR VACATIONS.. THAT'S WHERE WE'VE COME TO SPEND OURS RIGHT NOW...
AND NOW YOU KNOW THAT MAINE IS FAMOUS FOR SARDINES, TOO!
THAT'S RIGHT, DEBBIE. MILLIONS OF MAINE SARDINES ARE CAUGHT EVERY YEAR, WITH THE TOTAL CATCH EXCEEDING A BILLION ANNUALLY!
LB-160

FOR CENTURIES, THE INDIANS USED CRUDE TRAPS OF BRUSHWOOD TO CATCH THE SCHOOLS OF TINY, TASTY FISH THAT SWAM INTO SHALLOW WATER

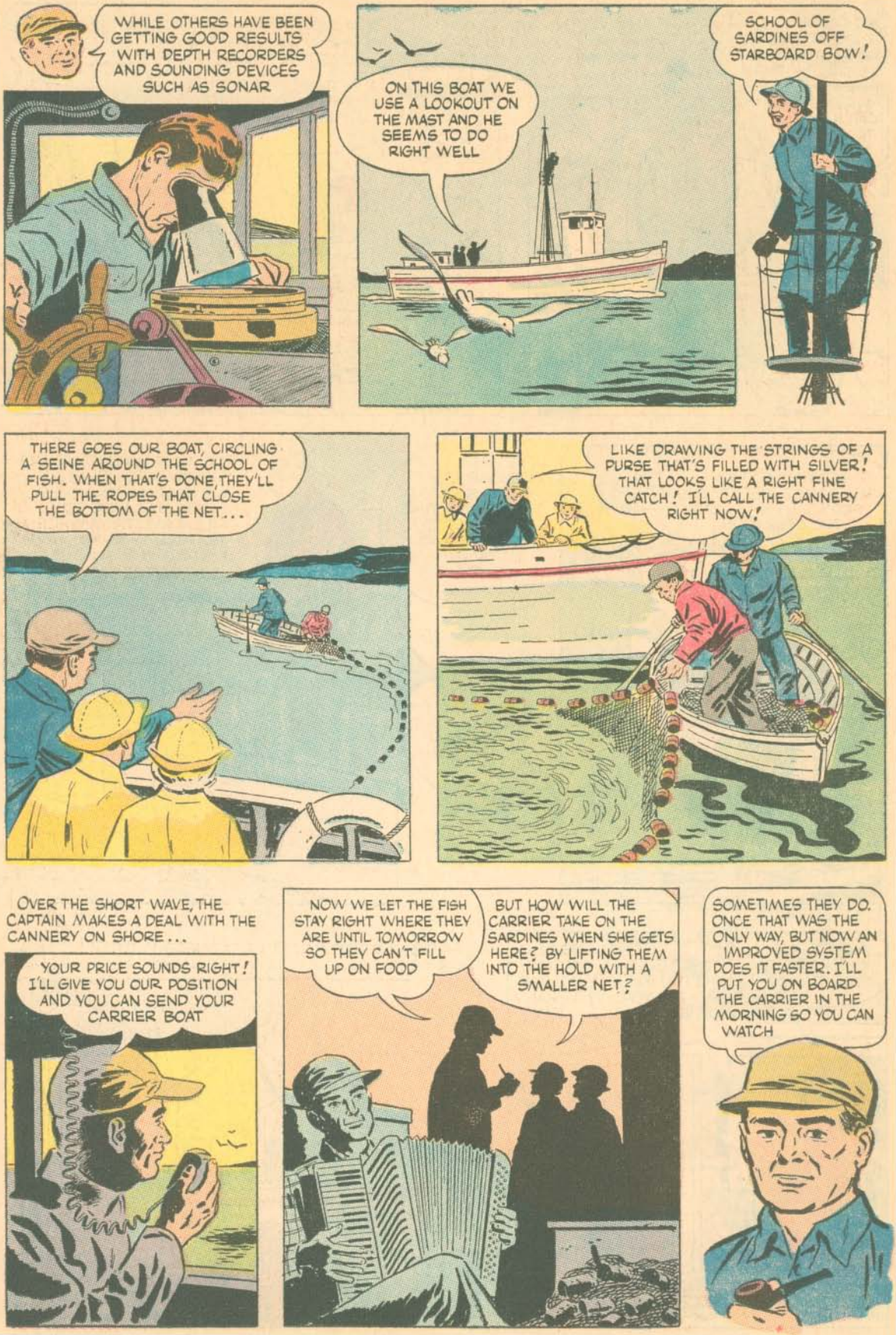

MAINE
"TODAY, ALONG THE MAINE COAST FROM PORTLAND TO EASTPORT ARE MANY FISHING PORTS WHERE THE CATCHING, PACKING AND SELLING OF SARDINES IS AN IMPORTANT INDUSTRY . . ."
EAST PORT
ATLANTIC OCEAN
PORTLAND

HELLO, CAPTAIN! HOW ABOUT TAKING A COUPLE OF YOUNG LANDLUBBERS ON A SARDINE CHASE?
HOIST THEM ON BOARD! I THINK WE CAN FIND A COUPLE OF OUTFITS JUST ABOUT THEIR SIZE

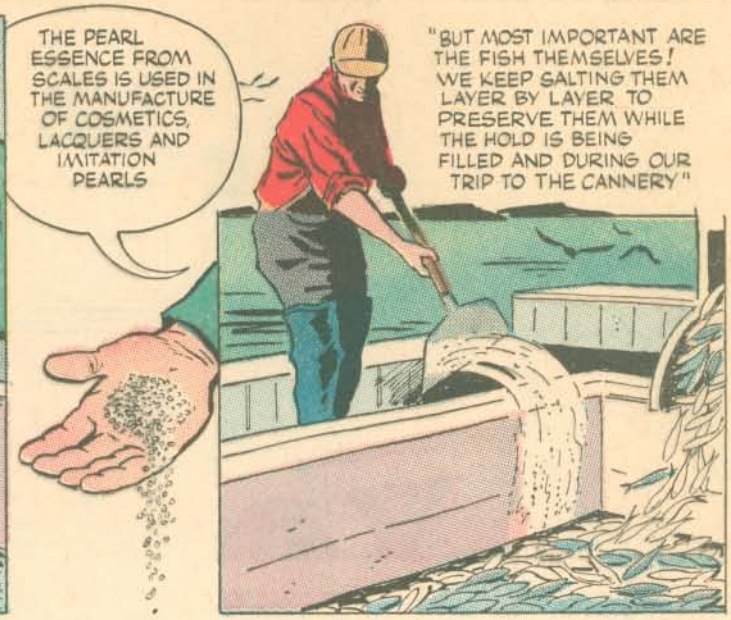
SO RICKY AND DEBBIE ARE OFF AND AWAY, BOUND ON A REAL CRUISE OUT FROM THE BAY . . .


TELL US, CAPTAIN . . HOW DO YOU LOCATE SCHOOLS SO YOU CAN CATCH THEM
SOME OF THE FISHING CREWS HAVE BEEN USING LIGHT AIRPLANES TO SPOT THEM

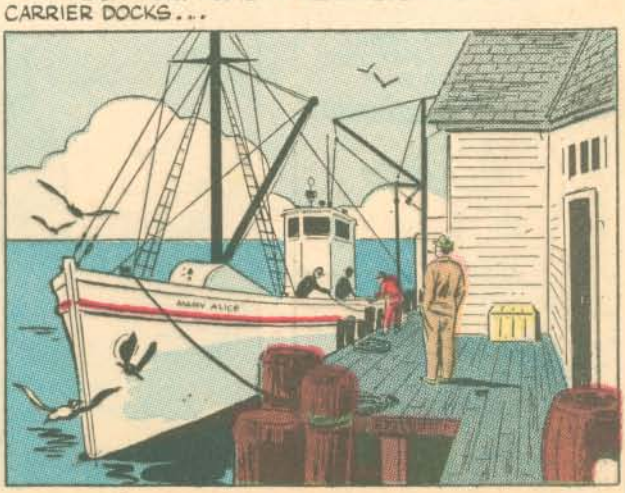
Copyright 1967, Maine Sardine Council, 15 Grove Street, Augusta, Maine


WHILE OTHERS HAVE BEEN GETTING GOOD RESULTS WITH DEPTH RECORDERS AND SOUNDING DEVICES SUCH AS SONAR
ON THIS BOAT WE USE A LOOKOUT ON THE MAST AND HE SEEMS TO DO RIGHT WELL
SCHOOL OF SARDINES OFF STARBOARD BOW!
THERE GOES OUR BOAT, CIRCLING A SEINE AROUND THE SCHOOL OF FISH. WHEN THAT'S DONE, THEY'LL PULL THE ROPES THAT CLOSE THE BOTTOM OF THE NET...
LIKE DRAWING THE STRINGS OF A PURSE THAT'S FILLED WITH SILVER! THAT LOOKS LIKE A RIGHT FINE CATCH! I'LL CALL THE CANNERY RIGHT NOW!
OVER THE SHORT WAVE, THE CAPTAIN MAKES A DEAL WITH THE CANNERY ON SHORE...
YOUR PRICE SOUNDS RIGHT! I'LL GIVE YOU OUR POSITION AND YOU CAN SEND YOUR CARRIER BOAT
NOW WE LET THE FISH STAY RIGHT WHERE THEY ARE UNTIL TOMORROW SO THEY CAN'T FILL UP ON FOOD
BUT HOW WILL THE CARRIER TAKE ON THE SARDINES WHEN SHE GETS HERE? BY LIFTING THEM INTO THE HOLD WITH A SMALLER NET?
SOMETIMES THEY DO. ONCE THAT WAS THE ONLY WAY, BUT NOW AN IMPROVED SYSTEM DOES IT FASTER. I'LL PUT YOU ON BOARD THE CARRIER IN THE MORNING SO YOU CAN WATCH

AT DAWN, THE CARRIER BOAT ARRIVES. RICKY AND DEBBIE GO ON BOARD AND WATCH THE CARRIER'S SKIPPER INSPECT SAMPLES FROM THE CATCH...


THE PEARL ESSENCE FROM SCALES IS USED IN THE MANUFACTURE OF COSMETICS, LACQUERS AND IMITATION PEARLS
"BUT MOST IMPORTANT ARE THE FISH THEMSELVES! WE KEEP SALTING THEM LAYER BY LAYER TO PRESERVE THEM WHILE THE HOLD IS BEING FILLED AND DURING OUR TRIP TO THE CANNERY"

AT THE CANNERY ALL IS IN READINESS WHEN THE CARRIER DOCKS...



"Story continued after four following fun pages"

MAINE SARDINE QUIZ

1. ARE MAINE SARDINES CAUGHT NEAR SHORE?

ANSWER _____

2. WHO WERE THE FIRST PEOPLE TO CATCH MAINE SARDINES?

ANSWER _____

3. ARE SARDINES GOOD FOR YOU?

ANSWER _____

4. HOW ARE SARDINES CAUGHT?

ANSWER _____

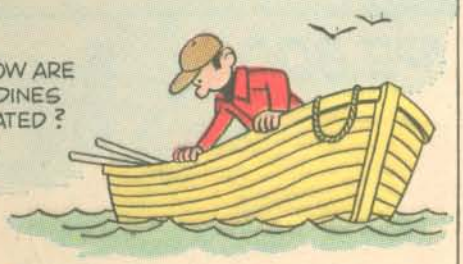
5. WHAT ARE SARDINES PACKED IN?

ANSWER _____

6. WHAT KIND OF OIL ARE MAINE SARDINES PACKED IN?

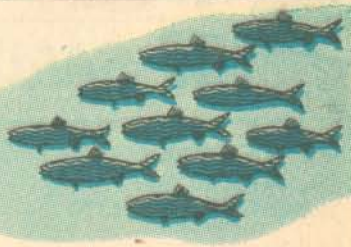
ANSWER _____

7. HOW ARE SARDINES LOCATED?



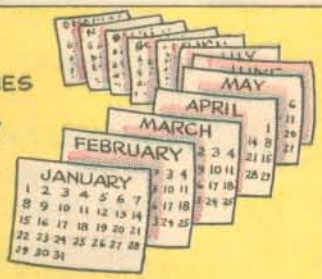
ANSWER _____

8. WHAT ARE GROUPS OF SARDINES CALLED?



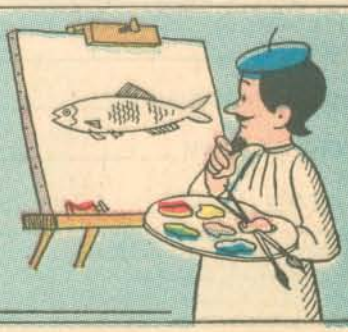
ANSWER _____

9. ARE SARDINES CAUGHT ALL YEAR ROUND?



ANSWER _____

10. WHAT COLOR ARE SARDINES?



ANSWER _____

"WHENEVER I TALK TO YOUNG PEOPLE I TRY TO STRESS THE IMPORTANCE OF GOOD NUTRITION. THE STATE OF MAINE PRODUCES MANY OF THE FOODS ESSENTIAL TO A WELL BALANCED DIET... CHICKENS...EGGS...VEGETABLES... LOBSTERS, AND OF COURSE, MEATY MAINE SARDINES."

MARGARET CHASE SMITH
SENATOR FROM MAINE

"COMING FROM MAINE AS I DO, I GREW UP WITH A LOVE OF RIVERS AND THE SEA. TODAY, ONE OF MY PRINCIPAL INTERESTS IS IN SEEING THAT OUR NATURAL HERITAGE IS NOT RUINED. CONSERVATION AND PROTECTION OF THESE GREAT AMERICAN RESOURCES IS IMPORTANT TO US AND TO OUR CHILDREN AND GRANDCHILDREN."

EDMUND S. MUSKIE
SENATOR FROM MAINE

FREE! SARDINE RECIPE BOOK

MAIL THIS COUPON!

MAINE SARDINE COUNCIL
15 GROVE STREET
AUGUSTA, MAINE 04330

GENTLEMEN:
PLEASE SEND ME YOUR FREE BOOKLET OF MAINE SARDINE RECIPES.

NAME _____

STREET ADDRESS _____

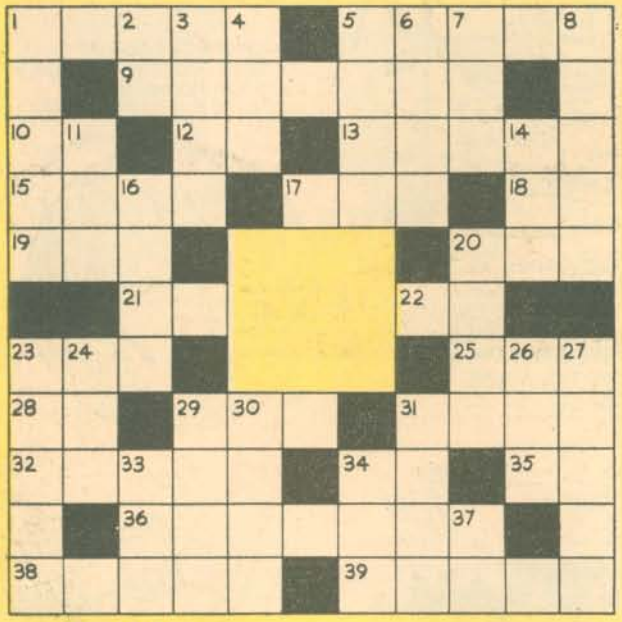
CITY OR TOWN _____

STATE _____ ZIP CODE _____

NEW TASTE-TEMPTING WAYS TO SERVE MAINE SARDINES!

ANSWERS TO QUESTIONS ON PAGE 5 : 1. YES 2. INDIANS 3. VERY 4. IN NETS OR WEIRS 5. FLAT CANS 6. PURE VEGETABLE OIL 7. RADAR, SONAR, SEAPLANES AND MEN ON WATCH 8. SCHOOLS 9. YES, BUT MOSTLY IN THE SUMMER 10. SILVER AND BLACK

MAINE-LY FOR FUN!

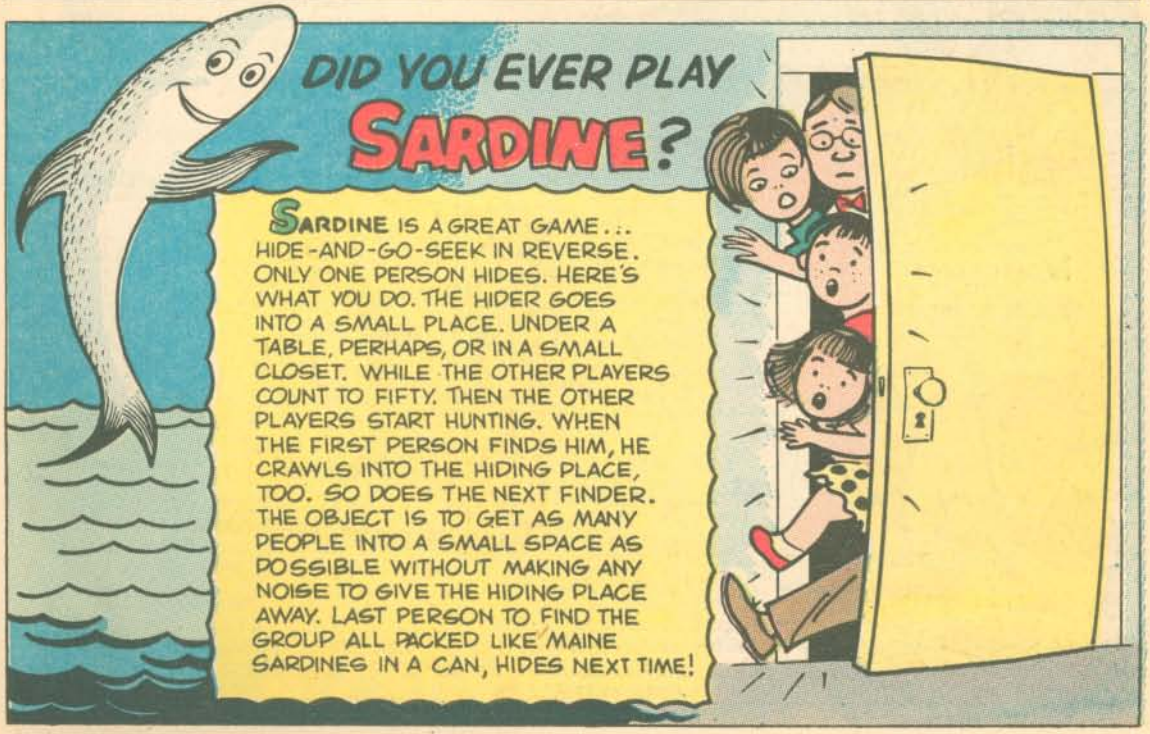


ACROSS

1 Home of the sardine.
5 What Maine Sardines are good in.
9 What Maine is famous for.
10 Negative.
12 Dad.
13 Jumps.
15 What Maine Sardines are packed in.
17 At present.
18 Toward.
19 Before.
20 Insect.
21 Toward.
22 Do, re, ——.
23 Possesses.
25 Fix in position.
28 Upon.
29 Watch secretly.
31 Melt.
32 What you climb.
34 Thus.
35 Note of the scale.
36 What Maine Sardines are rich in.
38 Hurry.
39 Watchful.

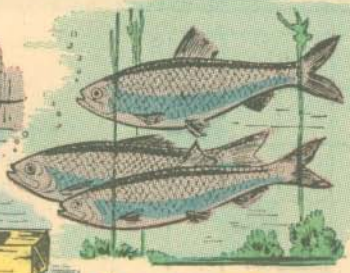
DOWN

1 Favorite pie.
2 Exists.
3 Sleeps.
4 Period of time.
5 Part of a barn.
6 Once again.
7 Meadow.
8 What an uncleaned house becomes.
11 Part of a rowboat.
14 Chum.
16 What Maine Sardines are caught in.
20 The Maine Sardine is a tasty one.
23 What gardens are watered with.
24 Hard-working insect.
26 Maine Sardines are good to ——.
27 Popular dance.
29 Father.
30 Goad or thrust.
31 Work.
33 Monkey.
34 Where Maine Sardines swim.
37 Northeast: abbr.


DID YOU EVER PLAY SARDINE?
SARDINE IS A GREAT GAME... HIDE-AND-GO-SEEK IN REVERSE. ONLY ONE PERSON HIDES. HERE'S WHAT YOU DO. THE HIDER GOES INTO A SMALL PLACE. UNDER A TABLE, PERHAPS, OR IN A SMALL CLOSET. WHILE THE OTHER PLAYERS COUNT TO FIFTY. THEN THE OTHER PLAYERS START HUNTING. WHEN THE FIRST PERSON FINDS HIM, HE CRAWLS INTO THE HIDING PLACE, TOO. SO DOES THE NEXT FINDER. THE OBJECT IS TO GET AS MANY PEOPLE INTO A SMALL SPACE AS POSSIBLE WITHOUT MAKING ANY NOISE TO GIVE THE HIDING PLACE AWAY. LAST PERSON TO FIND THE GROUP ALL PACKED LIKE MAINE SARDINES IN A CAN, HIDES NEXT TIME!

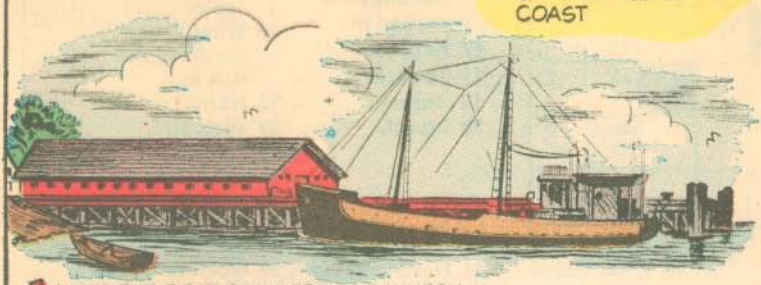
SAGA OF THE MAINE SARDINE

LONG BEFORE THE COMING OF THE WHITE MAN, INDIANS TRAPPED THE SILVER SARDINE IN PRIMITIVE NETS



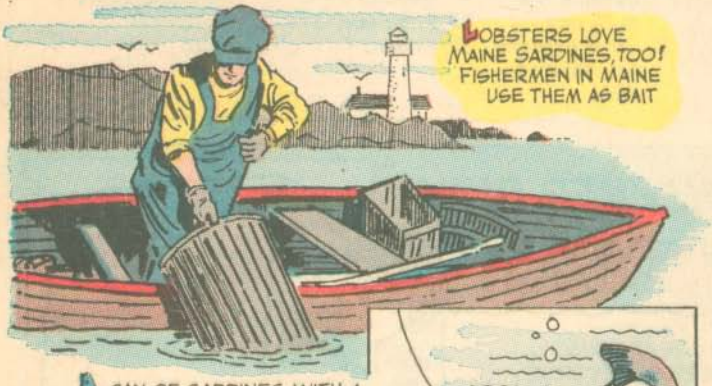
FROM APRIL TO DECEMBER, GREAT SCHOOLS OF LIVELY YOUNG SARDINES INVADE THE WATERS OFF THE MAINE COAST

SARDINES, ONE OF THE WORLD'S MOST NUTRITIOUS FISH, ARE FOUND IN ALL PARTS OF THE GLOBE

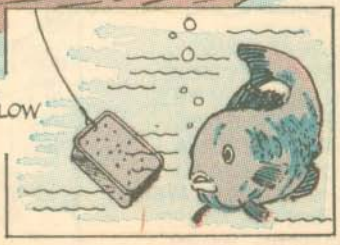


IN 1873 THE FIRST COMMERCIAL CANNERY OPENED IN EASTPORT. TODAY THERE ARE 47 MODERN PACKING PLANTS IN MAINE

THE COUNTRIES OF NORTHERN EUROPE WERE SO AWARE OF THE IMPORTANCE OF THE FOOD VALUE IN THE SARDINE HERRING THAT WARS WERE FOUGHT FOR THE CONTROL OF THE FISHING GROUNDS



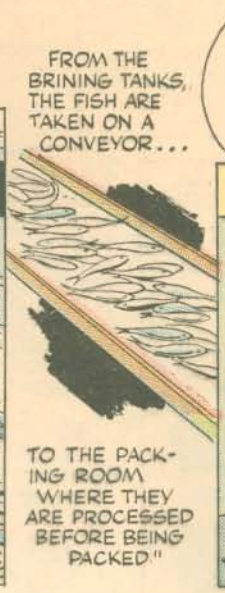
LOBSTERS LOVE MAINE SARDINES, TOO! FISHERMEN IN MAINE USE THEM AS BAIT

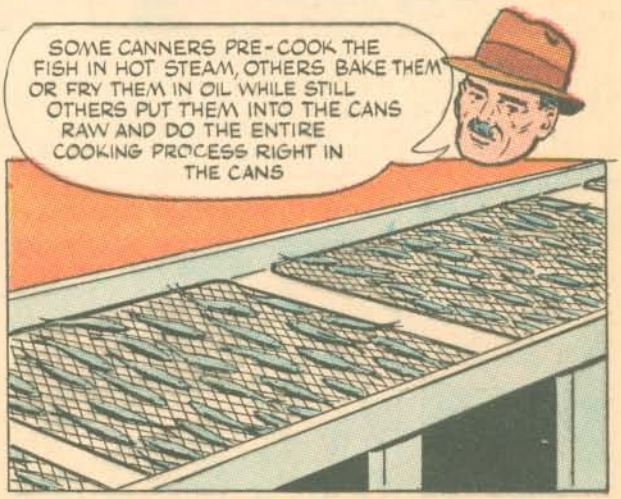


A CAN OF SARDINES WITH A COUPLE OF HOLES IN IT TO ALLOW THE OIL TO ESCAPE IS AN EXCELLENT FISH LURE

VIRTUALLY ALL OF THE TRULY AMERICAN SARDINES ARE CAUGHT AND CANNED IN MAINE. THE SMALL FLAT CANS OF FISH ARE POPULAR WITH OLD AND YOUNG ALIKE. THEY ARE DELICIOUS, NUTRITIOUS, AND NATIVE TO OUR SHORES

DOCTORS OFTEN RECOMMEND THAT DIETS CONTAIN **FISH THREE** OR **MORE TIMES** A WEEK.




SOME CANNERS PRE-COOK THE FISH IN HOT STEAM, OTHERS BAKE THEM OR FRY THEM IN OIL WHILE STILL OTHERS PUT THEM INTO THE CANS RAW AND DO THE ENTIRE COOKING PROCESS RIGHT IN THE CANS

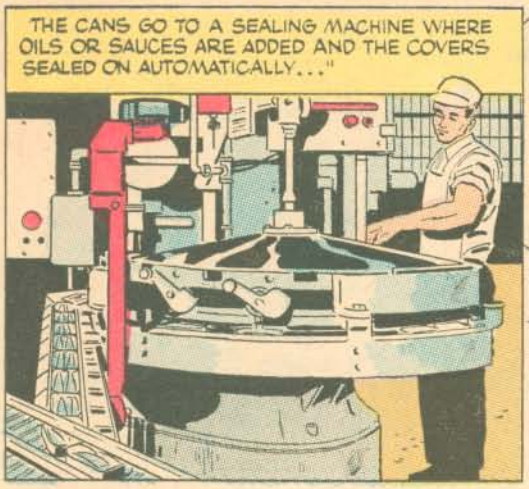
"ALL OF THESE METHODS RESULT IN A TASTY PRODUCT! AND WHICHEVER WAY IS USED, THE SARDINES GO ON MOVING CONVEYER BELTS TO THE PACKING TABLES"

"HERE HUNDREDS OF TRAINED WOMEN WORKERS PREPARE THE FISH AND PACK THEM NEATLY IN TIN CANS

ALTHOUGH OTHER CATCHING AND CANNING OPERATIONS ARE MECHANICAL, NO MACHINE HAS YET BEEN INVENTED WHICH CAN PACK THE TENDER FISH AS CAREFULLY AS THESE SKILLED HANDS"

"EVERY STEP IN THE PRODUCTION OF MAINE SARDINES IS WATCHED BY OFFICIAL STATE INSPECTORS

THE CANS GO TO A SEALING MACHINE WHERE OILS OR SAUCES ARE ADDED AND THE COVERS SEALED ON AUTOMATICALLY..."



MOST MAINE SARDINES ARE PACKED IN SOY-BEAN OIL, BUT SOME ARE PUT UP IN OLIVE OIL, PEANUT OIL MUSTARD OR TOMATO SAUCE

THE CANS NOW GO INTO A RETORT- OR PRESSURE COOKER - WHERE THEY STAY FOR AS LONG AS AN HOUR TO STERILIZE THE CONTENTS AND COMPLETE THE COOKING

"THE CANS ARE COOLED IN WATER, PUT IN BIG BINS AND LATER PACKED IN CASES..."

BEFORE THESE SARDINES CAN BE SOLD, SAMPLES ARE RUSHED TO THE STATE OPERATED QUALITY CONTROL LABORATORY AT BANGOR

BUT WHY CHECK **AFTER** THEY'RE CANNED?

"BECAUSE ONLY IN THAT WAY CAN THE SARDINES BE GRADED JUST AS THEY ARE FOUND IN GROCERIES. THE ENTIRE CANNING PROCESS IS CHECKED.. FIRMNESS OF THE FISH, HOW WELL THEY WERE PACKED IN THE CANS, THE AMOUNT OF OILS...

IN FACT MORE THAN 25 INDIVIDUAL TESTS ARE GIVEN EVERY SAMPLE CAN OF SARDINES

AND THEY MUST SCORE HIGH ON **ALL POINTS** OF TEXTURE, TASTE, ODOR AND PACKING BEFORE THEY CAN BE SOLD AS **MAINE** SARDINES."

THE PACKER RECEIVES A TELEGRAM STATING THAT HIS PACK MEASURES UP TO THE HIGH STANDARDS SET FOR MAINE SARDINES
MANAGER
WESTERN UNION
" UNTIL THEN THE LOT CANNOT BE SHIPPED
IF A LOT DOESN'T RATE AS MAINE QUALITY NO CANS MAY BE SOLD UNLESS SO LABELED"!
MAINE SARDINES ARE THE ONLY AMERICAN SARDINES PACKED IN THE FAMILIAR AND CONVENIENT FLAT 4-OUNCE TIN, LIKE THE MORE EXPENSIVE IMPORTED SARDINES...
MAINE SARDINES ARE PACKED UNDER MANY BRAND NAMES AND ARE ON SALE EVERYWHERE IN THE UNITED STATES.
MORE THAN 2500 FREIGHT CARS OF MAINE SARDINES ARE SHIPPED EACH YEAR
WHAT A LOT OF SARDINES!
WHO EATS THEM ALL?
" WORKERS PRIZE THEM IN LUNCH BOXES
SCHOOL CHILDREN LOVE THEM IN SANDWICHES
CAFETERIAS SERVE TASTY SARDINE SALAD PLATES"
LATER..
RIGHT NOW, YOU ARE FINDING MAINE SARDINES THE PERFECT SNACK FOR A CAMPING TRIP
I'M SURE GLAD WE VISITED THE CANNERY
NEXT TRIP, WE'LL BUY A SUPPLY OF MAINE SARDINES BEFORE WE START
AND HUNTERS FIND THEM HANDY, TOO
YOU BET! MAINE SARDINES ARE JUST AS EASY TO CARRY AS EXTRA AMMO.. AND YOU CAN GET THEM IN EITHER KEY OPENING CANS OR CANS WITHOUT KEYS

YES, THOUSANDS OF PEOPLE SPEND THEIR VACATIONS IN MAINE EVERY YEAR. THE PINES...THE SEA... THE FRESH, COOL AIR MAKE IT A MARVELOUS PLACE ALL SUMMER LONG
IT'S A GREAT PLACE TO EXERCISE AND BUILD STRONG MUSCLES

AND HERE'S ONE OF THE BEST OF THEM WE HUNTERS AND FISHERMEN TAKE ALONG WITH US ESPECIALLY WITH THE HANDY PULL TAB COVER
YOU MEAN MAINE SARDINES?
YES, SARDINES FROM MAINE HAVE THE SAME HIGH QUALITY AS ROAST BEEF, HAM, MILK, AND EGGS
NO WONDER THEY CALL MAINE "SARDINELAND"

Muscle and Bone Building Index

Nutritive Value of Snack Foods per 1 kilogram SOURCE: UNITED STATES DEPARTMENT OF AGRICULTURE HANDBOOK #8	Phosphorous (mg)	Food Energy (calories)	Carbohydrate (grams)	Vitamin A I.U.	MUSCLE BUILDING: Protein (grams)	MUSCLE BUILDING: Fat (grams)	MUSCLE BUILDING: Muscle Building (protein to fat ratio)	BONE BUILDING: Calcium (mg)	BONE BUILDING: Iron (mg)	BONE BUILDING: Bone Building Index (Calcium and iron ratio to minimum daily requirements)	Muscle-Bone Building Index
Maine Sardines ***	5860	2140	12	220	257	110	2.3	3860	27	3.8	6.1
Tuna***	3510	1980	0	800	290	82	3.5	80	14	.8	4.3
Pink Salmon ***	2860	1430	0	700	205	62	3.3	1870	8	1.5	4.8
Luncheon Meat ***	1610	2890	15	0	149	243	0.6	90	22	1.2	1.8
Frankfurters	490	2480	20	0	140	200	0.7	60	12	.9	1.6
Hamburger	1580	3640	0	0	220	300	0.7	90	28	1.5	2.2
Bologna	1120	2210	360	0	148	159	0.9	90	22	1.2	2.1
Peanut Butter	3930	5760	210	0	261	478	0.5	740	19	1.4	1.9
Boiled Ham	920	3020	0	0	228	227	1.0	90	27	1.4	2.4
Min. Daily Requirements*		3200		5000	70			800	10		

* 25 Year old male, normally active (Cornell Extension Bulletin 670) ** Solids, drained *** Canned

SOLUTION TO CROSSWORD PUZZLE

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